Delivering Optimal Pilot Training Solutions

Enhancing the Learning Experience

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Industry Statistics

Market Size

- 613,000 Total Certificated Pilots in US Market alone
- 81,000 Student Pilots in U.S. Market
- 2,300 Recreation/Sport Student Pilots
- 93,000 Flight Instructor Certificates

Market Growth

- Overall Pilot Population Shrinking
- Light Sport Aircraft Pilot Population Growing

Student Starts

- **760,000 Americans are "very interested" in learning to fly and have the resources to do so**

- **Approximately 70% of individuals who obtain a student pilot certificate do not advance and obtain a certificate!**

- # WHY?

Barriers to Training

- **Cost**
  - Average cost for Private Pilot Certificate = $6 – $8k
- **Time**
  - Life - Family, hobbies, charity work, exercise, vacation, etc.
  - Work -Travel, projects, meetings, deadlines, conferences, etc.
  - Requirements - 40 hours flight time + ground school hours
- **Motivation**
  - Feel it is an unobtainable goal
  - Only for the elite or wealthy
  - Too hard

Reversing the Trend

- **Ask:**

  "How do we as an industry change the downward trend?"

- **Answer:**

  By NOT continuing to do the same thing over and over and expecting different results!

Change How We Train

- **Engage the students <u>before</u> we can teach them**

- **Provide benefits – motivate them to learn**

- **Leverage their life experiences and structure the knowledge to fit**

- **Hands-on, relevant meaningful learning.**

How We Learn

- **Of what we learn we retain approximately:**

    10% of what we read
    20% of what we hear
    30% of what we see
    50% of what we hear and see
    70% of what we say
    90% of what we say as we do

- **Interactivity, repetition, feedback and variable media increase retention**

SOURCE http://www.nwlink.com/~donclark/hrd/hrdlink.html

Solutions to Reverse the Trend

- **Develop cutting-edge training technologies:**
  - Online ground schools
  - Interactive avionics training
  - Scenario-based, relevant content

- **Create learning tools designed to:**
  - Lower training costs
  - Improve knowledge transfer
  - Enhance flight instruction
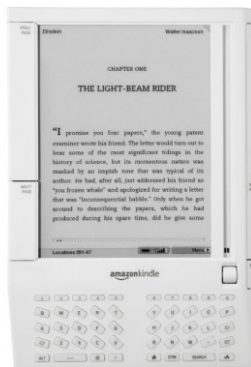 - Expand student tracking and reporting

The Beginnings of a Paperless World

Leveraging Technology

- **eFax**
- **Kindle**
- **Sony Reader**
- **iPad**
- **eCommerce**
- **SolidFx**
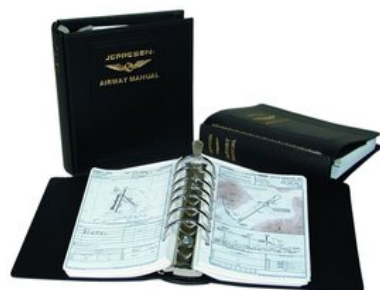- **Electronic Record Keeping**

Jeppesen Training

- **Long-time leader in providing comprehensive, high quality courseware for the pilot community**
  - Flight Training Kits including flight computers, plotters, logbooks, and FAA reference material
  - Provider of training resources and supplies since 1974
  - Commitment to accurate and efficient courseware

Today, Jeppesen is reaching new ground in the way we offer training to the Aviation industry…

Paper to Electronic Transition

Approach Plates

Pilot Training

Technology Transition

- **Customer Advisory Board (CAB)**
- **Representation from universities, flight schools, and OEMs.**
  - Monthly meetings to gain feedback and consensus
    - High level (what features do you need in a system?)
    - Detail level (how do you teach this particular topic?)
  - Results are instrumental in determining direction.
- **Industry partnerships**
- **Invigorate the student pilot training market, improve the student's completion rate and effect their bottom line.**

Interactive Online Training Objectives

- **Create a new portfolio of online interactive flight training solutions to:**
  - Address needs of pilots
  - Focus on how students learn/retain information
  - Enhance safety standards
  - Lower barriers to entry

- **Deliver this portfolio on a Learning Management System**
  - Aligned to validate student progress
  - Provide detailed electronic training records

Online Pilot Training

Award-winning Training Courseware

Delivered through the Jeppesen Learning Center (Learning Management System)

Jeppesen Portfolio of Online Products

Flight Crew Training

- Charts & Navigation
- Aviation Weather
- RVSM
- Airport Operations
- Human Factors
- Dangerous Goods Will Carry

CFI Renewal Online

Certificate Training

- Sport Pilot
- Private Pilot Online
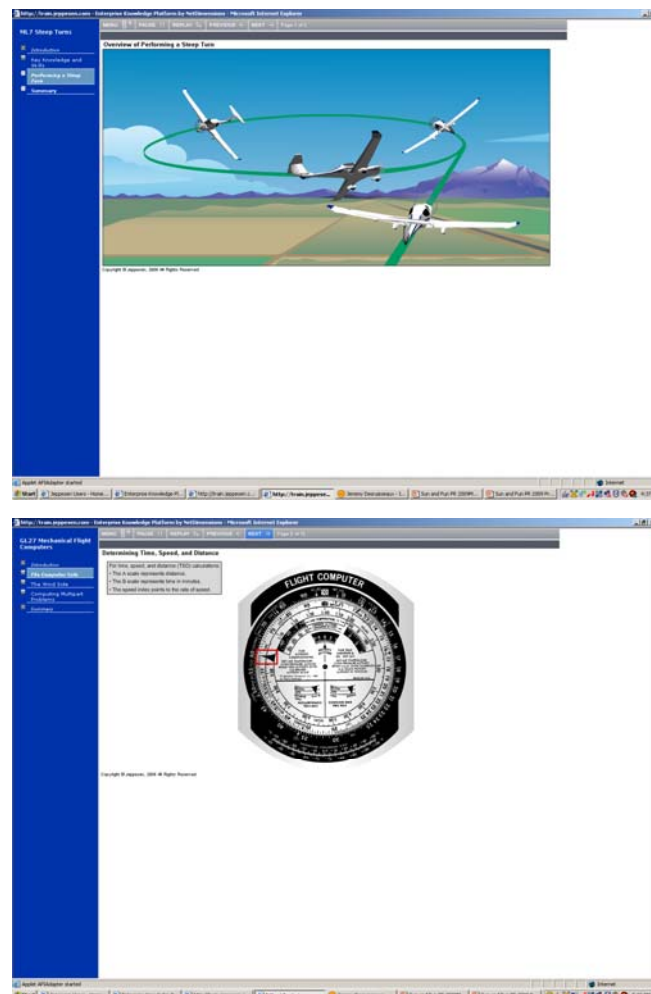- Instrument (coming soon)

Aircraft Total Training

- Systems, Procedures and Flight Maneuvers

Private Pilot Online

- **Training techniques reflect the student pilots and aircraft of today.**

- **Designed to deliver foundational knowledge for obtaining FAA Private Pilot Certification**
  - Ground School version designed to pass FAA Private Pilot Written Exam
  - FAR Part 61 Complete Flight Training Course
  - FAR Part 141 Complete Flight Training Course
  - Combined with a new Training Record Format

- **Access available through any internet connection**
  - Flexibility to utilize the system within their existing structure
  - Virtual classroom gives flexibility to advance within the student's schedule
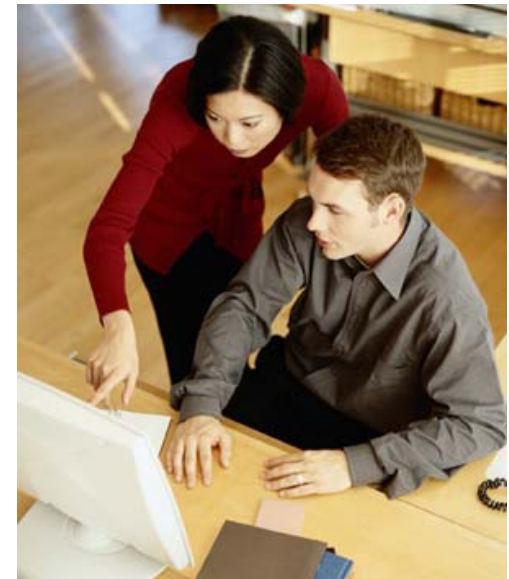
Private Pilot Online Ground Lessons

35 Ground Lesson (GLs)

Topics range from Human Factors to Flight Planning

To complete a ground lesson:

- Review all topics in the lesson
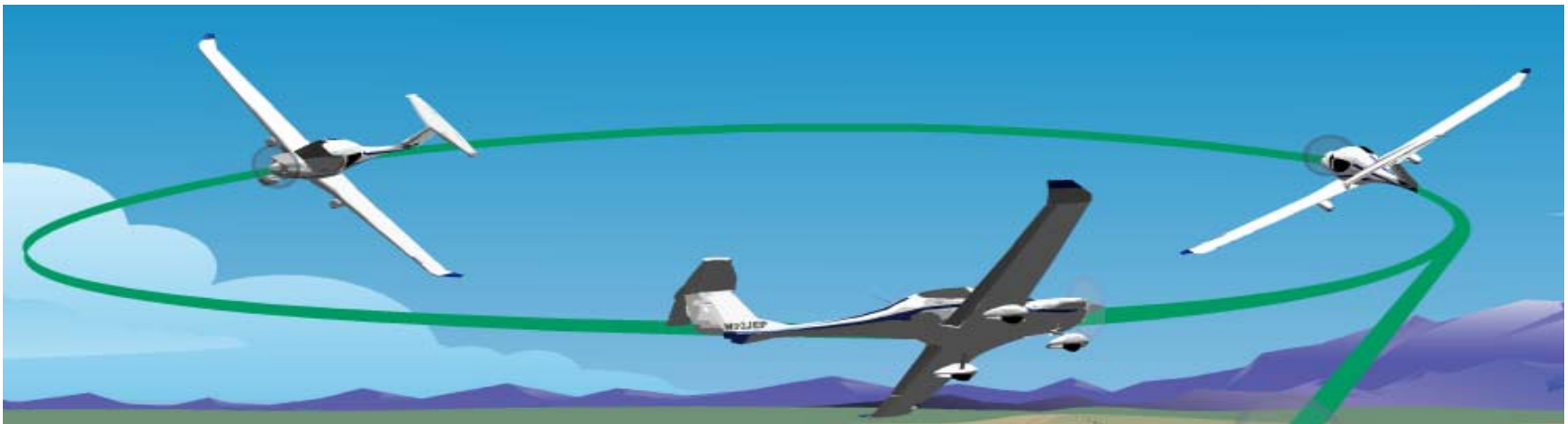- Complete and pass any exams at 80% or better

Course can be used stand-alone or in-classroom

Private Pilot Online Maneuvers Lessons

17 Maneuvers Lessons (MLs)

- Step-by-step procedural descriptions of each maneuver
- Students can review the maneuvers before an actual flight lesson
- Features video of each stage throughout the maneuver
- Lessons include the FAA Practical Test Standards
- Topics progress from straight-and-level flight to Short- and Soft-field Ops

Private Pilot Online Flight Lessons

27 Flight Lessons (FLs)

- Scenario-Based
  - Incorporates Risk Management
  - Single Pilot Resource Management
  - Aeronautical Decision Making

Flight Lesson 1: Introductory Flight

- Review and understand the use of checklists during the preflight inspection, engine starting, before-takeoff, after-landing, parking, and securing procedures.
- Identify the required certificates and documents on board the airplane.
- Locate and understand how to use onboard safety equipment including the fire extinguisher and first aid kit.
- Understand the technique for the positive exchange of flight controls.
- Understand how to taxi the airplane including using the brakes.

- Become familiar with collision avoidance procedures.
- Become familiar with a normal takeoff and climb; and normal approach and landing.
- Understand how to conduct basic maneuvers including straight-and-level flight, climbs, descents, leveloffs, and medium-banked turns.
- Understand how to use the trim controls to relieve control pressures.

Industry Success Story

- **Investment in future pilot training technologies:**
  - Increased student starts
  - Interactive learning environment
  - Lower costs
  - More efficient knowledge transfer
  - Increased flexibility
  - Energized and motivated students

Questions?

For more information visit:
www.jeppesen.com
www.jeppdirect.com

Thank You!

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